

Brief for designing a new cover for *Moods of Future Joys*

I am offering people the chance to design a new cover for my best selling book, *Moods of Future Joys*. Here's what I think you need to know.

If there's anything else you'd like to know please email me: alastair@alastairhumphreys.com

- The deadline for first draft submissions is the evening of Friday December 6th. These can be just concept sketches if you wish. Email them to alastair@alastairhumphreys.com (Please stipulate if you don't want me to share your design / contact details on my blog)
- Short-listed entries will then be invited to respond to feedback and submit their final entry by the evening of Tuesday December 10th.
- The winning design will go to print on December 11th. I appreciate that this is a crazy time frame!
- We reserve the right not to use any of the submitted designs at all if we feel they are not quite right.
- I sincerely apologise that the winning design will only receive a nominal sum of £100. I hope that having your design on a popular book will be beneficial for you in attracting other design briefs. I will certainly help to promote you as best I can. If you're not happy to work on this basis then please don't!
- I would like the winning designer to also do the cover for *Thunder and Sunshine* in a complementary style. This will be next year at some point, and on a less-mad schedule! Please do let me know if you would not want to do this second book cover too.

A few design pointers.

- The book is a travel book rather than a cycling book per se.
- I hope that the book is more at the 'serious travel literature' end of the spectrum than the 'lite' end.
- Here are a few book covers whose design I like (plus my nostalgic first-ever book cover): <http://goo.gl/ULkUpT>
- Feel free to surprise me though! I am open to any style of design.
- Your cover design should appeal to a contemporary, discerning, literary readership. I want the book to be considered a leader in the genre, not an imitator.
- The design must work well as a thumbnail too (on Amazon).
- Here are a few other ideas: <http://goo.gl/SdMGEF> and <http://goo.gl/MFZbnz>
- You have permission to use any of my photographs: <http://www.flickr.com/photos/alastairhumphreys/sets/>
- You may use other photography, so long as you have permission to do so.
- Please email me if you have any other questions: alastair@alastairhumphreys.com

A few words from the publisher, Eye Books, about the nitty gritty stuff.

- The winner of the competition needs to agree to sign a Design Transfer Agreement. This is required to pass all the Intellectual Property associated with the design to the Publisher on an exclusive arrangement. It will also ask the winner to confirm that all associated permissions for elements within the design are in order.
- Please contact them if you have any queries about this side of things: dan@eye-books.com
- The design must be for the front cover, spine and back cover of the book.
- The original design can be found here: <http://goo.gl/AX85p2>.
- All of the text that is currently on the cover must remain, except change the quote from Ranulph Fiennes to read, "Alastair's journey stands out as amazing".
- Please also remove 'A Carbon Neutral Book'.

Specifications:

- Final orientation: Portrait
- Single page width: 126mm

- Single page height: 197mm
- Spine width approx. 18mm
- Spine to include author name, book title and Eye Logo (<http://www.alastairhumphreys.com/wp-content/uploads/2013/11/Earth-Eye.jpg>)
- Bleed: minimum 3mm
- Images: minimum 300dpi
- Back cover if possible should include picture of Alastair Humphreys
- Price (UK £7.99) – bottom left of isbn
- Eye Books logo (http://www.alastairhumphreys.com/?attachment_id=12795) with web address (www.eye-books.com) - bottom left
- Winning artwork to be supplied in InDesign 5.5 with all linked files. And as print-ready pdf.

Thank you for your involvement in this. If there's anything else you'd like to know please email me:
alastair@alastairhumphreys.com